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More about CUPID!

"Sweet Pea"
The Unique Floral Novelty for 1896.

PHILADELPHIA, October, 1895.

To the Seed Trade:—

Three months ago we called your attention to **CUPID**,—the first and only dwarf Sweet Pea,—which we said properly could be called **the floral wonder of the age**. Since then it has warranted our high opinion as to its unique merits,—having won the **highest awards in LONDON and PARIS**, while the horticultural press of both America and Europe have been unstinted in its praise.

CUPID is certainly THE Novelty of the Age.

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U.S. Department of Agriculture.

Our prices for 1896 are:—

In regular size packets (each containing twenty seeds):—

Per pkt. 25 cts.; 5 pkts. for \$1.00; per dozen pkts. \$2.00.

Per 100 pkts. \$12.50.

A lower rate will be quoted by the thousand packets.

In half-size packets (each containing ten seeds):—

Per pkt. 15 cts.; 2 pkts. for 25 cts.; or 10 pkts. for \$1.00.

Per 100 pkts. \$7.50.

A lower rate will be quoted by the thousand packets.

Electrotypes of any of the illustrations shown in this circular will be furnished free to seedsmen for use in catalogues for 1896. The packets of **CUPID** will all be uniform, as stated above, and will each bear an illustration and description, together with directions for culture in *English, French, and German*.

A list of special wholesale agents in Europe is given on the last page of this circular. All orders from North or South America should be addressed direct to **the Introducers**:

W. ATLEE BURPEE & CO.,

475 and 477 North Fifth Street,
476 and 478 York Avenue,

PHILADELPHIA, U. S. A.



COPYRIGHTED
1895 BY
W.A.B.&CO.

A SINGLE PLANT OF CUPID.—*Grown in a pot, engraved from a Photograph.*

Your attention is invited to The New Dwarf Sweet Pea,—

“CUPID,”

which, unlike all others, grows only five inches high!

In July we mailed a preliminary announcement of this “little wonder.” We would now state that besides having excited universal admiration from all who have seen it growing in America, **it has won the highest possible honors in Europe.** We had plants grown in pots exhibited at the meeting of **The Royal Horticultural Society**, in Drill Hall, London, England, June 25, 1895, where, *by unanimous vote of the Committee* (see page *lxii*, *The Journal of the R. H. S.*, August, 1895), it received **An Award of Merit**,—the highest honor that can be conferred upon a new variety.

It was also exhibited in Paris, France, on July 11th, at an exhibition of the **Société National d'Horticulture**, *Rue de Grenelle, St. Germain*, where it also received *a first-class certificate* as a distinct novelty of surpassing merit.

NEVER BEFORE HAS ANY AMERICAN NOVELTY
BEEN INTRODUCED WITH SUCH HIGH ENDORSEMENT.

It is a matter of regret that in the United States we have no similar society from which “official recognition” could be obtained. All seedsmen, florists, and editors, however, who have seen it growing unite with us in pronouncing **CUPID the floral wonder of the age,—such a novelty was never even dreamed of.**

It is hardly possible in a description, even aided by illustrations from photographs, to properly present “this Floral Wonder.”

CUPID, a chance seedling (*now exclusively owned and controlled by us*), was discovered in 1893 by MR. C. C. MORSE, and **comes absolutely true from seed.** In our crop of seven acres this season there was not a single plant that showed any variation either in habit or color.

CUPID excites wonder wherever seen,—such a Sweet Pea, yet in habit so unlike a Sweet Pea! It is true that its stems are short, but it has all the fragrance of the most favored Eckfords. The flowers are the size of the *Emily Henderson*, but *with more substance in the petals of both wings and standards than any other Sweet Pea.* It bears two and three blossoms on the end of each stem,—all opening about the same time, so that it is unnecessary to pick a stem with a bud and an open blossom.

Fancy a solid area of deep green—just as green as Cypress,—*a carpet of plants only five inches high*, spreading out from the roots so as to meet when the seed is planted two feet apart in rows; then fancy this carpet of deep, living green springing into blossom in one week, *all a mass of white—clear waxy white*;—Sweet Peas on stems only four inches long and a hundred on a plant; all white—like a mass of snow. Indeed, so strongly contrasted with the deep green foliage that *the purity of the whiteness of Cupid's flowers seem even whiter than snow itself!*

CUPID grown in a twelve-inch pot just fills the top; with its blooms of glistening whiteness it is wonderfully attractive in the house, the public hall, or the conservatory. In the garden it will be used chiefly *as a border plant*, for it will bear trimming to just the proper shape. The foliage alone is pretty enough for any border, but this is forgotten when CUPID bursts into a mass of snow-white blossoms, not unlike a very dwarf hedge covered with snow.

There is no plant that can stand in successful competition with CUPID for the border.

Nothing could be more novel or more truly beautiful for florists' work.

CUPID is a grand flower for floral designs, and only needs to be so used to prove its merit. Nothing could make a prettier wreath, cross, or pillow, than a mass of its snow-white blossoms wired in with ferns, smilax, or other suitable green. The Violet, the Rose, and the Carnation will now have to share their popularity for a gentleman's *boutonnière* with CUPID; it is just the thing,—it has the fragrance and the beauty, and *it is a Sweet Pea*,—the only Sweet Pea that looks well in the buttonhole.

Regular size packets, each containing twenty seeds. Price 25 cts. per pkt.; 5 pkts. for \$1.00.

FOR WHOLESALE PRICES SEE FIRST PAGE.

FOR WHOLESALE AGENTS IN EUROPE SEE LAST PAGE.



A FIELD OF CUPID,—THE UNIQUE DWARF SWEET PEA.

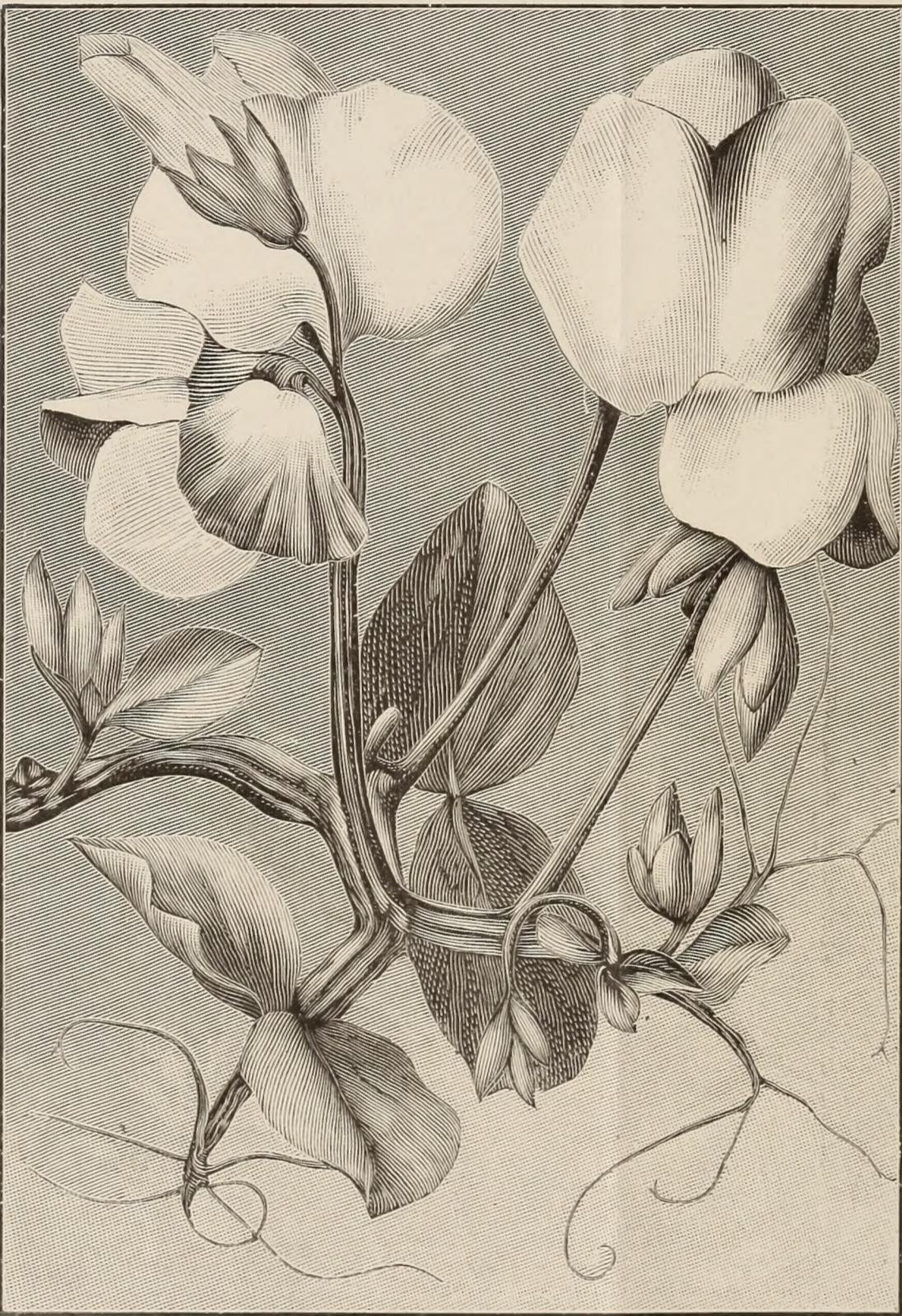
The illustration above was accurately engraved from a photograph, taken on May 25, 1895, of one of the three pieces (in all seven acres) we now have growing of CUPID, but fails to show the beauty of the photograph. *It began to bloom on April 15th, and continues to flower until killed by frost.* In length of season of blooming it excels all other Sweet Peas, while in habit it is, of course, quite unique.

We also have a larger illustration, size $6\frac{1}{2} \times 9$ inches, engraved from the same photograph, electrotype of which can be had free for catalogue use with an order for not less than two thousand packets.

W. ATLEE BURPEE & CO.

NEW SWEET PEA,—“CUPID.”

The new dwarf Sweet Pea, CUPID, exhibited at the meeting of the Royal Horticultural Society on the 25th ult., is unquestionably one of the most distinct breaks that has yet been obtained in the Peas grown for the beauty and fragrance of their flowers, and is of much interest as the possible progenitor of a quite new race. It originated as a sport in 1893 with Mr. C. C. Morse, of Santa Clara, California, who has placed the stock in the hands of Messrs. W. Atlee Burpee & Co., of Philadelphia. The plant has a procumbent habit and stout, short-jointed haulm, which spreads on the surface of the soil and produces flowers at almost every joint, with the result that the plants, when in full bloom, are almost hidden by the large, pure white blossoms. When fully developed the height of the plants ranges from five to six inches, while under ordinary culture the rows are from twelve to fifteen inches through. With reference to the variety, the Rev. W. T. Hutchins, the well-known Sweet Pea specialist, of Indian Orchard, Mass., U. S. A., writes : “ Anything combining novelty and merit in Sweet Peas is of peculiar interest to me, and in a visit to the California growers, in May, 1894, I looked specially for new developments which I expected to find in so large an acreage. But I was not looking for such a novelty as the dwarf white, named CUPID. I saw one hundred plants of it which had come perfectly true from the seed of one plant found in 1893. It is the only genuine dwarf Sweet Pea, and has sported so at one jump. By some freak of nature it has lost the habit of a vine, and makes a low tuft of short branches that hug the ground, showing no tendency either to trail or climb. But it has not lost its free-blooming habit, and thus its blossoms form a low, crowded mass that nearly hide the foliage.”



SWEET PEA,—“CUPID.”—From *The Gardeners’ Magazine*.

seeds only, three or four of them being imperfect, but they all vegetated, one pea only being planted in the center of a three-inch pot. When the plants had grown sufficiently they were shifted into six-inch pots, and all through they were grown in a cold frame, the lights being removed night and day. The plants have a peculiar habit of growth, and at first might be said to be disappointing. The single stem which is first formed does not grow above three or four inches high, and is very slender; but strong lateral growths soon push out from the base of this stem, and the entire plant forms a mass of snowy whiteness, the growths hanging over the side of the pots and forming a perfect plant not more than about six inches high. Its bushy habit is a great recommendation, as the plants spread over a considerable surface and make a most beautiful bed or border.”—From THE GARDENERS’ MAGAZINE, London, Saturday, July 6, 1895.

Mr. Douglas has furnished us with the following particulars: “ This Sweet Pea is one of the most distinct of recent introductions, and is in the hands of Messrs. W. Atlee Burpee & Co., seed growers, of Philadelphia, who sent seeds of it to England for trial. I had twelve

"CUPID" at Home!

CUPID is such "*a little wonder*" that even at its birthplace in California—that land of wonders—it has already created a sensation, as shown on page 7.

The extracts below from the leading Philadelphia and Doylestown papers show how highly CUPID is esteemed at the home of its adoption, whence it is about to set forth on its mission to delight the flower lovers of two continents.

GARDEN AND GREENHOUSE.

CUPID HATH CHARMS AND WINNETH HONORS AT HOME AND ABROAD.

The new dwarf Sweet Pea, CUPID, brought out this year by W. Atlee Burpee, of this city, won honors and attracted much attention at the Sweet Pea Show just closed at Springfield, Mass. But, more than this, it has been awarded prime de premier classe by the Société Nationale d'Horticulture de France, which is to say, has received a first-class certificate in the best of company. CUPID is being grown for seed in California. The plant is about five inches high and twelve inches in diameter. The stems are about four inches long, with two or three blooms all very near the end of the stem. The foliage is dark green, the blossoms of pure white.—*From the PUBLIC LEDGER, Philadelphia, Wednesday Morning, August 14, 1895.*

A DWARF SWEET PEA.

Sweet Peas have crept into the popular heart in a remarkable manner of late years. Society has taken them up, and growers everywhere are constantly introducing new and improved varieties. The most wonderful thus far is the CUPID, which has not been introduced yet, but is now growing in great luxuriance on the famous model seed-farm of W. Atlee Burpee, "Fordhook," near Doylestown.

CUPID grows but five inches high, and yet this tiny plant is literally covered with perfectly-formed blossoms of the purest white. In the fields at "Fordhook" the rows look like beds of snow. The accompanying illustration, taken from a photograph, shows a field of CUPID in bloom. The picture was taken last June. This floral wonder originated on the Pacific coast.

The foliage is a rich, dark green, and the plant stands upright, having no tendency to trail or climb. The new Sweet Pea has excited the greatest interest among botanists and horticulturalists all over the world. It received a reward of merit from the Royal Horticultural Society of England, and attracted great attention at the exhibition of the Société Nationale d'Horticulture in Paris last month.—*From THE PHILADELPHIA INQUIRER, Sunday Morning, August 25, 1895, accompanied by an illustration of "A Field of Dwarf Sweet Peas."*

FORDHOOK'S VISITORS.

Farmers and Others Inspect a Great Institution.

GUESTS OF MESSRS. BURPEE & CO.

A Day Spent on the Great Seed Farm Near Doylestown—Many Acres Under Cultivation—Seeds Are Carefully Tested—Fordhook a School.

[Under the above heading THE DAILY REPUBLICAN, Doylestown, Thursday, August 22, 1895, devoted its first three columns to a report of our annual "Farmers' Picnic,"—from which we quote the following extract.]

It would not do to leave Fordhook without reference to one or two novelties in the way of flowers. Chief among them is the unique dwarf Sweet Pea, CUPID. This is said to be the greatest novelty in flowers ever known. It grows only five inches high, and is the only dwarf Sweet Pea ever known. The foliage is very dark green; blossom pure, waxy white, and fully as large as the "Emily Henderson" Sweet Pea. The stems are about four inches long, bearing two or three blossoms, all very near the end of the stem.

It is a free bloomer and begins to flower as early as May and continues until November. This was the Sweet Pea that won the first award at the recent exhibit of the Royal Horticultural Society of London, and the *prime de premier* of the National Society at Paris. The visitors on Wednesday were delighted with the CUPID. The "Blanche Burpee," the finest white Sweet Pea in cultivation, bearing enormous flowers, is also a favorite with Burpee & Co.'s customers.

Among the floral novelties grown at W. Atlee Burpee's Fordhook Seed Farm is one which promises to meet with great favor when placed upon the market. It is a dwarf Sweet Pea, growing only five inches high, and because of its freshness and diminutive size, has been styled CUPID. It has been exhibited at the Royal Horticultural Society's Show, in London, and received the highest award. CUPID will be "at home," on Wednesdays in August, at FORDHOOK, where all visitors wishing to make his acquaintance can do so.—*From DOYLESTOWN DAILY INTELLIGENCER, Thursday, July 11, 1895.*

A notable novelty of W. Atlee Burpee's Seed Farm this season is a dwarf Sweet Pea, which has been named CUPID, and which received the highest award at the Royal Horticultural Society's recent exhibition in London, England.—*From BUCKS COUNTY MIRROR, July 11, 1895.*

NEW DWARF SWEET PEA,—“CUPID.”

This dwarf variety of the Sweet Pea is quite an acquisition both to the flower garden and the greenhouse. Its pure white flowers are of the full size of those of the ordinary Sweet Pea, freely produced, and fragrant. The entire height of the plants is about six inches, and yet

there is nothing stunted-looking about them. The plants exhibited on Tuesday at the meeting of the Royal Horticultural Society were produced by sowing one seed in the center of a large-sized sixty pot. They were placed in a cold frame, and it is of interest to remark that I had twelve seeds only, and that four of them were greatly damaged by the skin being cracked, or rather burst; yet all the seeds vegetated, and produced twelve fine, large-flowering plants. The method of growth is peculiar; a slender, erect stem grows up to the height of three or four inches, and the cultivator is at the first likely to be much disappointed at the result, until, after a time, four or more creeping side-growths push out. These are much stronger, and they form the plant which covers the entire surface of a six-inch pot, and when in flower the growths hang over the sides. In the open garden the seed might be planted six inches apart in the rows, the rows to be a foot asunder. The plant is of the same degree of hardiness as our ordinary Sweet Pea, but it does not, of course, require any sticks to support the stem, and would probably make a fine bedding plant to produce either a mass of white or a row mixed with other colored plants.—J. DOUGLAS, in THE GARDENERS' CHRONICLE, London, June 29, 1895, which later announced the fact that we received for CUPID AN AWARD OF MERIT FROM THE R. H. S.

NEW DWARF SWEET PEA,—“CUPID.” FLOWERS WHITE.
(Shown at the Meeting of the Royal Horticultural Society on Tuesday, June 25, 1895.)

The original illustration, from THE GARDENERS' CHRONICLE, of which the above is a reduced fac-simile, measures 4 x 5 inches. The publishers have kindly furnished us with this engraving, and we will be pleased to supply an electrotype to any who desire it for catalogue use.

CUPID ELECTROS IN EUROPE. Each of the wholesale agents named on the last page of this circular have a complete set of our electros, and will supply same free to any seedsmen for catalogue use, whose orders for seed of CUPID are sufficient to warrant this expense.

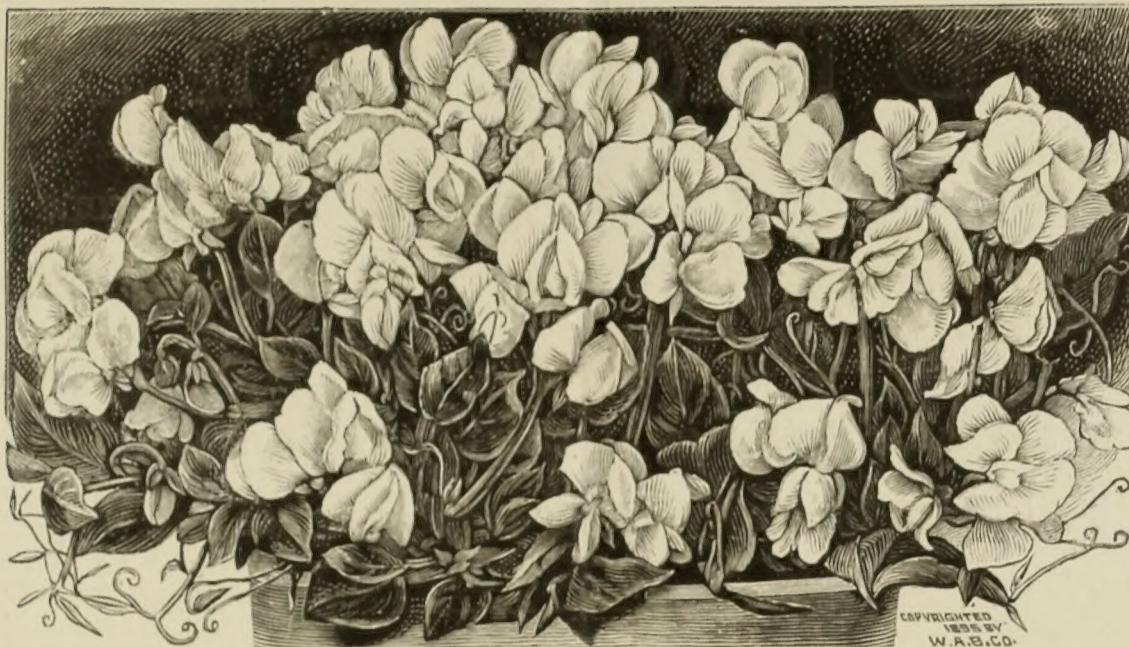
IMPROVEMENT IN SWEET PEAS.

The Sweet Pea is now at the high tide of popular favor, and is receiving as much attention at the hands of the florist as any other flower, and deservedly so, as there is none more beautiful and fragrant. It is one of the few flowers that needs no company; so beautiful is it that any other flower detracts from its grace and simplicity. In the garden it needs to be alone and given plenty of room and good support, the best support being coarse wire netting, which should be at least five feet high; then if the soil is deep and rich the plants will climb still higher.

There are but few plants that show more plainly variations caused by climatic influences than the Sweet Pea. Until within a few years we depended wholly upon Europe for our seed, as the industry did not seem to claim the attention of our growers. The first impetus given it was the introduction of the variety known as “Blanche Ferry,” which Prof. Tracy found in the garden of a seed grower in northern New York. The success that greeted the introduction of this variety, and the fact of its having been developed here, stimulated our growers to extra exertion, not only to grow Sweet Peas as a crop, but to watch for variations which a change of climate is sure to produce. The result is we have found that Sweet Peas can be about as cheaply grown here. But more important still is the fact that all our well-known sorts are more prolific when the seeds have been grown here. The introduction of new varieties, as well as new types, is one of the marked features of our industry.

Among the last and most unique is the novelty CUPID, introduced by W. ATLEE BURPEE & Co. This is truly a dwarf, flowering when but six inches in height. It has already received a first-class premium from the National Horticultural Society of France, as well as a certificate of merit from the Royal Horticultural Society of London. That means very much, as those societies award for merit only, and are not particularly anxious to find good in the efforts of their American competitors. The accompanying illustration, engraved from a photograph, presents a pleasing view of a field of Cupid Sweet Peas grown in California.—From THE AMERICAN AGRICULTURIST, New York, September 7, 1895.





A POT-PLANT OF CUPID.—From a Photograph.

“CUPID.”

GREATEST NOVELTY IN FLOWERS EVER KNOWN.

We take a natural pride in presenting to our readers this month a pretty fair representation of CUPID, the wonderful dwarf Sweet Pea—only dwarf Sweet Pea in the world—under cultivation on the seed farm of its originator, Mr. C. C. Morse, of Santa Clara, Cal. . . . The above novelty, however, soon to be on the market in the form of a dwarf variety, far surpasses the most sanguine hopes of the most visionary flower lovers and flower seekers.

It has the Eckford fragrance, and the size of Emily Henderson, but is firmer on wings and standards than any other variety. The flowers, three on a stem, open at once; a great advantage over any other variety. *It blooms from May to November.* The seeds are white.

It will be something superb for border plants, and the greatest novelty yet used for pot or vase culture. *It never grows over five inches high nor more than fifteen inches in diameter.* It will be invaluable for florist's use for floral designs; also as a boutonnière. For carpet bedding we predict for it a great popularity. Nothing could be more of a surprise and at the same time so great a novelty as a figure worked in pure white Sweet Peas. As it is the only dwarf Sweet Pea ever produced it is bound to have the biggest sale of any flower grown at present.—*Extract from an illustrated article in THE PACIFIC TREE AND VINE, San Jose, Cal., August 31, 1895.*

This leading horticultural journal of the Pacific coast is published within three miles of the “birthplace” of CUPID.

For other opinions of “CUPID at Home,” see page 5.

Sweet Pea,—“CUPID.”

Specimens submitted to us of the new Sweet Pea, CUPID, fully bear out the very high eulogiums already conferred on it by eminent authorities. A really dwarf *Lathyrus odoratus*, or Sweet Pea, is a novelty indeed, and, as such, cannot be overlooked. Sweet Peas are now forming such a large proportion of our summer adornment of gardens, as well as of our cut-flower supply for fully six months in the year, that any new comer which is likely to prove of value is hailed with delight, and in such a light we receive the new variety, CUPID.

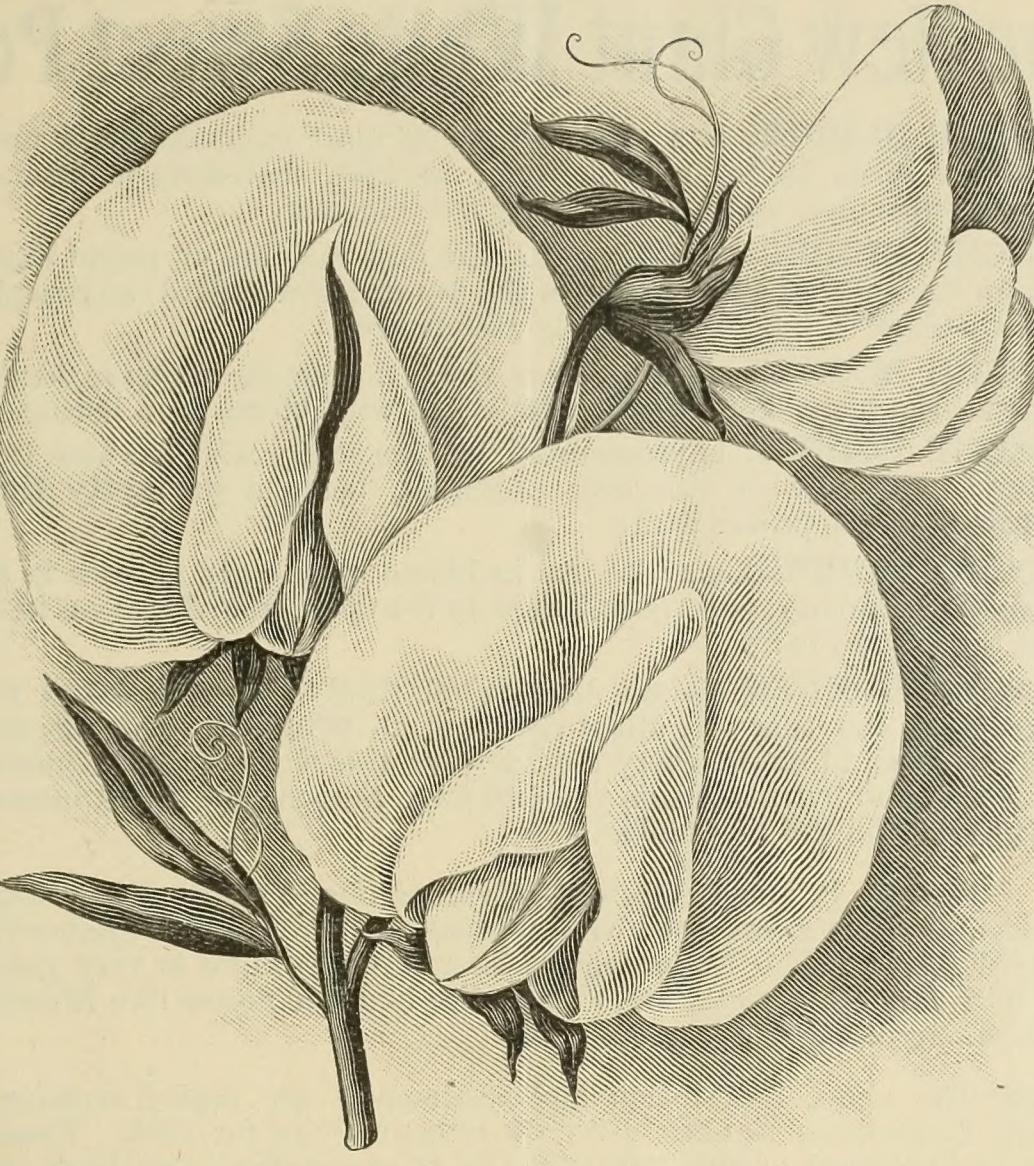
The habit of the plant is dwarf and compact, and does not exceed five inches in height; foliage, dark green; the flower stems are about four inches long, and bear near the end of the stem two or three blossoms, pure waxy white in color, of good substance and fully as large as Emily Henderson. A wonderfully free bloomer, said to begin to flower as early as May, and so continue until November.

The REV. W. T. HUTCHINS, the eminent Sweet Pea specialist, says of it: “A novelty it certainly is. It is the only genuine dwarf Sweet Pea, and has sported so at one jump. By some freak of nature it has lost the habits of a vine, and makes a low tuft of short branches which hug the ground, showing no tendency either to trail or climb. But it has not lost the free-blooming habit, and thus its blossoms, which are uniformly the purest possible white, form a low, crowded mass that nearly hide the foliage.”

Our illustrations show a field of CUPID and a pot plant, both engraved from photographs for which we are indebted to MESSRS. W. ATLEE BURPEE & Co., of FORDHOOK FARM, by whom it will be introduced to commerce in 1896.—*From THE FLORISTS' EXCHANGE, New York, August 17, 1895.*

Burpee's Cupid Sweet Pea surpasses the most sanguine expectations, and will be the great flower-seed novelty of next year.

—*Editorial from THE HORTICULTURAL TRADE JOURNAL, August, 1895, in which also appeared, entirely unsolicited, a long descriptive article entitled “Burpee's Cupid Sweet Pea.”*



Included in the Silver Medal Lot at the R. H. S.,
both in 1893 and 1894,

“BLANCHE BURPEE,”

Eckford's New Giant White Sweet Pea.

A white-seeded, pure white of exquisite form and immense size, having a bold, rigid, upright, shell-shaped standard of great substance; is a wonderfully profuse bloomer, and absolutely free from the objectionable notch so conspicuous in Queen of England. It usually bears three flowers on a stem; a very chaste variety, and *by far THE FINEST SWEET PEA EVER PRODUCED.*—*Mr. Eckford's own description, as published in our 1895 Catalogue.*

MR. HENRY ECKFORD, under date of September 27, 1894, wrote us as follows:—

“It has been pronounced by the horticultural press all through this season *by far the finest White Sweet Pea*, having a fine, shell-shaped standard which is upright and rigid, and, like all the Eckford varieties, is free from that objectionable notch so conspicuous in Emily Henderson and Queen of England, in which respect these two latter are identical. BLANCHE BURPEE received a first-class certificate at Birmingham on August 4, 1894, and a first-class certificate at the great flower show at Shrewsbury, August 22 and 23, 1894. I myself, too, am quite satisfied with the market value of this new White, as *it must take its place before all others yet in commerce*, and will command a great sale.”

The New Giant White Sweet Pea.

BLANCHE BURPEE is a **pure white** of most exquisite form and **immense size**, having a bold, rigid, upright, shell-shaped standard of great substance, and a wonderfully free bloomer.

BLANCHE BURPEE is, like all the Eckford varieties of recent date, free from the objectionable notch (in the top of the standard) so conspicuous in Queen of England and Emily Henderson.

BLANCHE BURPEE usually bears three flowers on immense long stout stems, the plant being literally bedecked with bloom from bottom to top.

BLANCHE BURPEE is pronounced by everybody who has seen it as the finest white Sweet Pea ever produced, being a **perfectly finished flower** of the purest white.

BLANCHE BURPEE may be had in bloom very early if sown in pots or boxes in January, and transplanted to the open ground as soon in March as the ground is fit.

BLANCHE BURPEE should be planted thinly, being a **most robust grower**, and this will allow the plant to **properly develop**, and the flowers should be cut every day rigidly; this will enable the plant to do its best, and by this means you will have Blanche Burpee in bloom from June till the end of October.

MR. R. P. BROTHERSTONE, Tyningshame, Preston Kirk, England, who has grown the above, writing under date of November 16, 1894, says: "The Engraving of **BLANCHE BURPEE** is very good, but I think you really can't do justice to a fine flower like Blanche in an engraving."

 The above description and testimonial are copied *verbatim* from HENRY ECKFORD'S SELECT LIST OF SWEET PEAS for 1895. From Eckford's original seed of this "*the finest of all Sweet Peas*" we have grown a choice crop this season, which we offer **wholesale at \$4.00 per lb.**

 This seed sold last season at 25 cts. per packet of 10 seeds. Beware of other white Sweet Peas offered at a lower price, which may be claimed falsely to be the "**Blanche Burpee.**"

HEADQUARTERS IN AMERICA FOR SWEET PEAS.

Again this year we have grown large areas in Sweet Peas, and can offer both Standard and New Varieties, true to name and of selected stock.

Special wholesale prices will be quoted by letter. State varieties and quantities required.

W. ATLEE BURPEE & Co.,
SEED GROWERS,
PHILADELPHIA, U. S. A.

CUPID Headquarters in Europe.

In order to accommodate the Seed Trade in Europe we have appointed the following well-known firms **Special Wholesale AGENTS.** These houses will supply seed of CUPID, in original packets, on the same terms as if the orders were sent direct to us, and will also furnish electrotypes for catalogue use.

Sole Wholesale Agents for Great Britain, Australian Colonies, and India :—

Messrs. HURST & SON, 152, Houndsditch, London.

Sole Wholesale Agents for France, Belgium, Spain, Portugal, and Italy :—

Messrs. VILMORIN=ANDRIEUX & CO., Paris, France.

*** Wholesale Agents for Germany, Holland, Austria, Russia, Denmark, Norway, and Sweden :—**

Mr. ERNST BENARY, Messrs. DIPPE BROS., HAAGE & SCHMIDT, HENRI METTE, MARTIN GRASSHOFF, FREDK. ROEMER, and DAVID SACHS.

Each firm named above has **a complete set of electrotypes** and are authorized to quote *special prices by the thousand packets.*

All orders from America (and Foreign Countries not named above) should be addressed to the Introducers :

W. ATLEE BURPEE & CO., Philadelphia, Pa.

* In the case of the seven wholesale agents named for Germany, Holland, Austria, Russia, and Scandinavia, it is expected that seedsmen of these countries will procure supplies of CUPID from the house with whom they are accustomed to deal.